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Focus on Library Funding

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Date — Event

- August 8, 2005 – Using
OCLC Authorities Effectively, Bozeman
- August 10, 2005 – MSL
□ Commission in Helena
- September 30-October 1 –
Fall Workshop in Great Falls
- October 12, 2005 – MSL
□ Commission in Darby
- October 22, 2005 – Trustee
Workshop, Billings
- October 23-24, 2005 –
ASLD & MLA PLD Fall Retreat, Chico Hot Springs
- November 5, 2005 – Trustee
Workshop in Missoula

For more details:

<http://msl.mt.gov/calendar.html>

Dear Big Sky Libraries Readers,

We have put together a great group of articles for you with this issue of Big Sky Libraries focusing on statewide library resources. We think that some of the articles may provoke more questions than answers. We have tried to give you all some food for thought, and we hope that these articles will initialize some good discussions across the state. I'd like to clarify a few questions that some of the articles may raise.

Q: Does the State Library realize how critical the Montana Library Network (MLN) cooperative/collaborative programs are to Montana's library users?

A: Yes! Absolutely. We see MLN growing and gaining vitality over time.

Q: Is the State Library getting out of the MLN business?

A: No. We are looking for our role in MLN to evolve to the next level, and hope you will help us discover what that next level is.

Q: Does the State Library realize how critical the interlibrary loan reimbursement program is to the libraries across Montana?

A: Yes we do. Even more, we understand how important resource sharing is as part of the mix that results in patrons getting the materials they need.

Q: Will the interlibrary loan reimbursement program be changing in the future?

A: Yes. Resource sharing is changing in libraries around the world; we are due to reexamine how we do things here in Montana.

Q: Do we know what that change will look like?

A: No. But we know that resource sharing is becoming more patron-driven, decentralized, with fulfillment options distributed over an ever-widening list of suppliers and partners. We also know that it is becoming increasingly important to be able to inexpensively and quickly move library materials around the state.

The State Library is about to embark on a new strategic planning process and this edition of Big Sky Libraries begins to bring to the table some of the issues the library community needs to discuss with each other and with us. Thank you all for your patience as we move forward in many wonderful, but possibly very different, directions.

Sincerely,

Darlene Staffeldt

Darlene Staffeldt
Your State Librarian



MSL is Not MLN - MLN is not MSL Montana Libraries are the MLN: An opinion

By: Bruce Newell, MLN Director



When you think "Montana Library Network", what do you think about? Do you see:

1. One or more of the 400 Montana libraries who participate in MLN projects or statewide contracts? Do you see your library? Or do you see:
2. The Montana State Library and MSL staff doing things for libraries?

I think it's time for the Montana Library Network to become first and foremost a

statewide multi-activity, multi-type library consortia. In other words, MLN becomes Montana libraries working together – not just a program of the State Library. I think MLN is here to stay, and I think that the State Library will continue to have a big role in its care and feeding. But it's time for Montana libraries to take the next step, to start thinking of themselves as partners – as members of the Montana Library Network working collaboratively toward

MLN continued on page 8



Darlene Staffeldt.

A Message from the State Librarian

Interlibrary Loan (ILL) in Montana

If interlibrary loan (ILL) is defined as the process of loaning library materials (returnable and non-returnable) between libraries to meet user needs, then Montana librarians have provided inter-library loans to their users as a basic library service since Montana libraries began in the late 1800s.

Montana interlibrary loans have evolved from being mainly librarian-initiated (or mediated) requests to becoming more patron-initiated (or non-mediated) requests. Interlibrary loan librarians used to employ tools such as the National Union Catalog and Pacific Northwest Bibliographic Center. Now, we utilize tools, such as OCLC's WorldCat and Montana's shared catalogs. To view more history of Montana's interlibrary loans, please see the table presented at: <http://msl.mt.gov/admin/ill/ILLHistory.pdf>

The State of Montana began to subsidize ILL between the state's libraries in 1990. The ILL program was one of four pieces of the Information Access for Montanans Act passed by the 1989 legislature. The other three pieces include: 1) state aid per capita per square mile for public libraries, 2) base grants for federation support, and 3) a statewide library card.

The ILL program administration was, and is, relatively simple. Loaning libraries supply an abbreviated list of loans to Montana State Library (MSL) annually; MSL reviews the loans and reimburses the library on a per-item basis. The per-item amount that is reimbursed is calculated by dividing the total amount appropriated (which was at \$300,000, but has been reduced, due to state budget cuts, to approximately \$175,000) by the total number of loans. Last year, Montana libraries received \$4.72 per item.

Currently, Montana's reimbursement system views each loan as equivalent. This stance recognizes that each patron's request is of equal value and that a library's work of providing the item is equal to another library's work. Our system is based on reciprocity.

A library that loans as many materials as it borrows has a reciprocal relationship with the system. However, when a library loans more than it borrows or the library borrows more than it loans, a reciprocal relationship vanishes. Because of the differences in library resources around the state, I believe that the relationships between Montana libraries regarding interlibrary loan are generally not reciprocal.

One way to build reciprocal relationships within a state having many have-nots and a few haves is to bolster the resources of the have-nots. I believe that MSL has attempted to do so for public libraries. We have supported demonstration projects that would consolidate poorly funded city libraries into less poorly funded countywide systems. The Commission advocated for a district law that would allow communities to form larger libraries with initial levy amounts set at establishment. The Commission, with invaluable assistance and leadership by the Networking Task Force (NTF) and the library community, also secured state funding for an electronic periodical database, thus enriching our state's information resources for all types of libraries as well as Montana's citizens.

Another way in which to build a more reciprocal ILL system is to recognize the importance of resource libraries to the State's citizens. A method to do so, quite simply, is to follow the lead of other states by recognizing that all loans are worthy of an equal subsidy, but that loans above the number which a library borrows represents an "extra" service by the local library. This belief would lead to a payment scheme that would pay a bonus for any net loan.

Assumptions:

- ❖ All Montana libraries are a vital link in resource sharing.
- ❖ Some Montana libraries share more items than do others.
- ❖ The nature of interlibrary loan is changing. Peer-to-peer resource sharing (as typically encouraged by shared catalogs), MLNCAT access to OCLC's World Cat, the advent of patron-initiated and non-mediated interlibrary loan requests, and the availability of on-line information have, and will continue to transform interlibrary loan.
- ❖ According to the ARL (Academic and Research Libraries) Bimonthly Report 236, dated October 2004, titled "Assessing ILL/DD (interlibrary loan/document delivery) Services: New Cost-Effective Alternative...user-initiated ILL/DD operations provide better service than mediated ILL/DD services. In most cases, user-initiated services have lower unit costs, higher fill rates, and faster turnaround times than mediated services."

It's clear we need to completely rethink ILL, which has undergone a fundamental change - from a mediated service for the few on special occasions to an

Ill: continued on page 4

Commission Report: Another Important Statewide Resource: The Libraries of the Montana University System

By Bruce Morton, Montana State University



When thinking of statewide library resources, it is often those information products funded cooperatively through the Montana State Library's "Montana Library Network" that come most immediately to mind. Resources brokered by the State Library such as the SIRSI cooperative catalog, the Gale databases, and OCLC services, including WorldCat, certainly serve as an essential information core for all Montana libraries.

The MUS Libraries

However, there is another very significant state-funded statewide library resource that should also come to mind - the libraries of the Montana University System (MUS). The libraries of the eight campuses of MUS include:

- ☛ Montana State University, located in Bozeman,
- ☛ MSU-Billings,
- ☛ MSU-Northern located in Havre,
- ☛ MSU-Great Falls,
- ☛ University of Montana located in Missoula,
- ☛ Montana Tech of the University of Montana located in Butte,
- ☛ UM-Western located in Dillon, and
- ☛ UM-Helena College of Technology.

Although the primary mission of the MUS libraries is to support the teaching, learning, and research needs of the students, faculty, and researchers at the respective MUS campuses, the MUS libraries routinely share their resources with the libraries and citizens of Montana in many ways.

Overview

In aggregate, the MUS libraries comprise the broadest and deepest information resources in Montana. The combined traditional book, documents, and journal collections of the eight MUS campuses approach three-million volumes. In addition, the MUS libraries, (particularly the Renne Library at MSU and the Mansfield Library at UM) have licensed access to many electronic journal and database titles that are otherwise unavailable in the state. These resources are accessible to anyone from within one of the respective MUS libraries; the resources are also available to MUS extension agents, located in almost every Montana county. The MUS libraries also loan materials to any adult Montanan who can provide identification (a driver's license usually will suffice).

The Collections

Three of the MUS libraries have especially strong collections that deserve special consideration. MSU's Renne Library is particularly strong in the fields

comprising agriculture, engineering and technology, architecture, the medical and health sciences, and anything relating to trout and the other salmonids. UM's Mansfield Library is particularly strong in the humanities, social sciences, and U.S. government information, as it serves as the state's regional depository; UM's Jameson Law Library offers legal resources rivaled only by the State Law Library in Helena. Montana Tech's library has particularly strong resources related to geology, especially mining from both a historical and a technological perspective, and it serves as the patent depository for the State of Montana.

Patron Access

Montana State University and the University of Montana each have its own web-accessible library catalog system, employing SIRSI and Endeavor respectively. In addition to the libraries from their own affiliate campuses, each catalog system also provides access to the libraries of partner institutions. In the case of MSU, patrons can also access the libraries of Carroll College, Rocky Mountain College, Dawson Community College, Little Big Horn College, and Chief Dull Knife College. Through the UM library, patrons can access the holdings of the libraries of Salish Kootenai College and St. Patrick's Hospital. In either case, patrons can search a single catalog and harvest results from multiple library collections. Indeed, the holdings of most (but not all) academic libraries in Montana can be searched through the MUS library catalogs.

Other Statewide Involvement

The eight MUS libraries also participate in in-state interlibrary loan, perennially accounting for a large segment of total state loan traffic. If one discounts borrowing from the other libraries in the MUS, most, if not all, the MUS libraries are net lenders within Montana.

In addition to sharing their information resources with libraries throughout Montana, the MUS also shares staff expertise. The librarians and other staff throughout the MUS libraries are highly dedicated, very skilled, and, in many cases, possess specialized knowledge. They stand ready to respond to reference queries, requests for professional consultation, and to serve on a wide range of professional committees, task forces, and work groups.

So, do think of the Montana University System and its libraries as another statewide resource available to Montana libraries and to all Montanans. ☛

ILL *continued from page 2*

unmediated routine service for the many whenever they need it. We need to completely rethink ILL because Montana citizens need access to more resources than those available at their libraries or that are available at no cost through the Internet.

All Montana Libraries, but perhaps especially the partner libraries of the Montana Shared Catalog, have been very successful as of late in providing good services to their library users. Montana patrons are finding what they want to read at their local libraries or via their local libraries at other Montana libraries. This wonderful success has put the interlibrary loan reimbursement program into a bit of a crisis. The fixed amount of money does not extend far enough to provide appropriate subsidy to all participating libraries as it has in the past.

At their June 2005 meeting, the Networking Task Force discussed and agreed upon the following consensus recommendations regarding ILL reimbursement:

- ❖ The whole idea is to get materials in patrons' hands.
- ❖ ILL is a critical, if grossly underfunded, part of good library service. We don't have enough money to make any Montana library happy.
- ❖ We need a transition strategy to make it possible for all Montana libraries to play between now and when we are able to adequately fund this process.
- ❖ We need to become more savvy marketers of resource sharing activities

- ❖ Libraries are part of a changing world. ILL is a tool based on a decades-old model, and is no longer the exclusive current paradigm. We need to create strategies responsive to current realities.

The Montana State Library Commission will examine the interlibrary loan reimbursement program at their August and October meetings. The State Library staff, with the help of the Networking Task Force and the Montana library community, will provide the Commission with the pros and cons of at least four options. These options include:

- ❖ the status quo;
- ❖ reimbursing net-lenders;
- ❖ reimbursing net-lenders with minimum thresholds;
- ❖ a 50/50 mix of reimbursing net-lenders and reimbursing everyone.

MSL staff will make a recommendation for a patch solution for the FY'2006 reimbursement program and will recommend further study, research, and discussion for a long-term fix or replacement of the reimbursement program. The long-term plan will include additional options, such as spending the money on something else, like OCLC costs, which encourages effective resource sharing on a statewide basis.

I encourage each of you to share your thoughts with me regarding the positives and negatives for your library for each of these options. Additionally, if you have other suggestions or options that we should consider, please bring those to my attention. ❖



By Sara Groves, Communications/Marketing Coordinator

This op-ed is available to download online at: <http://msl.state.mt.us/admin/PR/Op-Ed/Op-Ed.htm>

(Please provide additional information specific to the resources your library provides for patrons. Then, simply send the letter to your local newspaper for publication. It's a great way to get the word out about a few of the resources you provide for patrons.)

Statewide Resources

Dear Editor:

Living in a rural state like Montana used to mean that your access to information and resources was pretty limited. If you wanted to find the latest information on world events or the most current research on a disease with which a family member had just been diagnosed or the hottest company in which to invest your money,

you had to get pretty creative in order to locate what you needed so you could move forward with your life.

But today, moving forward is easy with the help of your local library (INSERT LIBRARY NAME HERE). Your library (INSERT LIBRARY NAME HERE) offers a wide range of resources so that you can find everything you want to know about everything you want to know. And then some!

Access to Computers

Did you know that every single Montana public library offers computers for the public to use? You can use your library's computers to check your e-mail, conduct research, write a paper, chat with friends, or

PR Projects continued on page 10

Questions Asked and Questions Answered!

By: Jan Jelinek, Library Director, Paul M. Adams Memorial Library, Rocky Mountain College, Billings

There's a new library service in town! "Ask a Montana Librarian" is now being provided by 25 of Montana's academic, special, and public libraries. From Missoula to Fort Peck, from Sidney to Hamilton, Montana's reference librarians have joined together, with each librarian taking a turn online to answer patron questions. The result? Patrons get the answers they need from wherever they are - as long as they have an Internet connection.

The "Ask a Librarian" phenomenon has seen great success in states around the country, as well as around the world. Here in Montana, the "Ask a Montana Librarian" is a relatively new service, just launched in 2004. Montana library patrons from around the state are slowly becoming aware of this cutting-edge service, and usage is gradually picking up.

Why Answer Questions Over the Internet?

We know that more and more library patrons use the Internet and, just like the rest of us, patrons rush around trying to fit more and more things into their busy schedules. Therefore, it is often late in the day or early in the morning before they remember they have some library research to do, a book to renew, or a thought on which to follow up.

In response to our patrons' changing needs, many of Montana's public and academic libraries envisioned a service that patrons could use anytime and anywhere. OCLC's QuestionPoint provides the software. The software is easy to use and very versatile, allowing the librarian to work with the patron one-on-one. The participating librarians are familiar with one another's collections and library services, and all the libraries can use the state supported InfoTrac resources to answer questions.

The participating librarians have also all received special training in performing reference research in an

online environment. Additionally, because the librarians are familiar with the assets of each library, they can direct the patron to the nearest library if their needs must be met by visiting the library in person. However, many of the resources provided to patrons, such as online databases available through library Web pages, are electronic resources, which can be used again and again as the patron becomes more familiar with them.

How It's Done

The questions arrive either via e-mail or live chat. The patron, who could be anywhere - out on the ranch, in the car, or home in bed - as long as s/he has an Internet hookup, just has to click on the icon, and they are automatically connected with a reference librarian.

The patron's next step is to enter some basic information, such as their name and contact information. Then, they get to ask their question. From 9 a.m. until 8 p.m. Monday through Thursday and from 9 a.m. until 5 p.m. on Fridays, a librarian is waiting to interact with the patron in real time. This librarian can help with the use of online databases, answer a reference question, offer directions on how to renew a book or get an interlibrary loan, and, in general, respond as if the patron were right in the library.

If a patron has a question in the middle of the night, however, they are still able to click on the icon and send an e-mail message. Then, first thing the next morning, the librarian on duty picks up the question and replies to the patron. The answer might include a list of citations, a direct answer, or a contact person's name and address. By the beginning of a new day, the patron with the question has received the information he needs to move forward.

"Ask a Montana Librarian" is a wonderful and cutting-edge service, and one more way that Montana's librarians are partnering to provide our patrons with the best library service possible. Future plans are to expand the live hours and provide more and more services. Please share the information with your patrons and provide a link on your library's home Web site (<http://montanalibraries.org/AskA/AskA.asp>). The more people that use this phenomenal partnership and service, the better! ♦



Statewide Resources Increase Opportunities for Montana Library Patrons

By: Honore Bray, Library Director, Hearst Free Library, Anaconda

Montana libraries all have one great opportunity in common - to offer amazing resources to their patrons who make use of their services. Thanks to the dedication and innovation of many of Montana's librarians, who work closely with the Montana State Library staff, Montana library patrons benefit from a wide range of statewide library resources. These resources benefit the entire Montana library community, as well as all Montana communities in which these resources are made available.

The state of Montana has many unique characteristics that can make providing excellent and cutting edge library services a challenge. Our enormous size, rural communities, climate, and economy all contribute to the challenges (and opportunities) that present themselves as we contemplate how to provide the best library services to Montanans.

However, the members of the Montana library community, whether urban or rural, eastern or western, public, academic or special, have the opportunity to join in group library purchase plans, which provide our patrons with amazing resources and provide libraries a way of keeping up with the competition. Gale InfoTrac, a magazine database with many other online resources, provides patrons with a great tool for research or recreational reading. The database can be accessed from the library or from the patron's home if they have Internet access. What a great and modern library service - providing a way for patrons to search a database for information from home at anytime of the day or night! Besides being a great opportunity for patrons, purchasing Gale InfoTrac is a steal for libraries of all sizes. The Montana State Legislature provides part of the funding and libraries pay a small portion of the cost. For small and some medium libraries, these resources add many titles to the library collection that a library with a limited budget could otherwise not afford to purchase.

Most Montana libraries are short on staff and resources and therefore have limited time for processing books. Another statewide library resource, group purchasing of the OCLC contracted services, allows Montana libraries to copy catalog records, share resources, and access records for materials worldwide, which provides librarians time to manage other library functions.

The Montana Library Network (MLN) is another service that is available to patrons with Internet access

at home (or at the library). Patrons can log on any time of the day or night and look for materials in which they are interested at their local library or at libraries around the world; they can even request to borrow the materials through Interlibrary Loan online. What a great opportunity for patrons to be in control of their own learning and materials selection! When the patrons are given the tools to use, it is fantastic to see what they do with them.

One of the most exciting opportunities for libraries has been the inception of the Montana Shared Catalog. How many Montana libraries could purchase a half-million dollar circulation system on their own? Not many that I know of. The Montana Shared Catalog did just that by pooling money together from multi-type libraries. The group grows each year and has provided great opportunities for patrons and libraries. If you are not a member, consider applying for a startup grant in 2006 and join a great group. The member group meets twice a year to deal with any decisions that need to be made. These meetings provide a wonderful opportunity for librarians to get together and talk about issues the group may share to see if they can help resolve them.

From the Shared Catalog group, a sub-group of libraries became "Partners." This group of six libraries (Hearst Free in Anaconda, Missoula Public, Flathead County, Bitterroot Public, and more recently, Polson City, and Drummond School libraries) share patrons and materials among the libraries and their branches. For Hearst Free patrons in Anaconda, our library collection ballooned from 45,000 items to 500,000 items without purchasing any new materials! Our patrons simply place holds on materials from any of the partner libraries in which they are interested. Again, this task can be completed from home through their library account or at the library. Materials are transported back and forth by bus, delivery system, private individuals, or the mail, and patrons generally have their requested materials in hand the very next day. What an incredible deal for our library, and what an incredible opportunity for our patrons! And patrons obviously love it. In a 12 month period, the partner libraries exchanged 49,740 items! The same thing can happen for your library and patrons.

With all of the many great bargains that are available to Montana librarians, our best bargain (and statewide resource) is the staff at the State Library.

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Something is Brewing With Statewide Marketing

By Sara Groves, Communications/Marketing Coordinator



This fall, the Montana State Library, in partnership with the

Montana Library Association, will launch a new statewide marketing campaign. "What's Your Story? Find it at the Library" will provide Montana's libraries with a wide range of marketing tools for promoting their own services and programming to their users. The campaign will be a multi-year effort, with each year targeted at different user populations; this will help us spend our marketing dollars wisely in very targeted areas. The campaign will be tied together through the use of a consistent logo and consistent messaging.

A wide range of tools will be developed for libraries to utilize in their own promotion pieces. You can expect to see traditional marketing and public relations tools, such as op-eds, newsletter pieces, letters-to-the-editor, brochures, posters, etc. However, our marketing campaign will also include such things as programming ideas directed toward our target audiences, PowerPoint presentations libraries can give to interested groups, such as Rotary, and statewide partnerships as well as a guide on how to build local partnerships for the long-term benefit of your library. There will also be a statewide TV, radio, and print campaign. Everything will be available for your library to download from a Web site which is now in development.

For the first year of the campaign, the statewide marketing committee voted to target Montana's senior citizens. We wanted to hit a "home-run" with the first year of the campaign, and chose senior citizens for a range of reasons, including the fact that they are a fast growing segment of Montana's population, and they are a group to whom decision makers listen very closely. We have worked to identify the best ways to reach seniors and develop tools for libraries to attract more seniors to our buildings, services, and resources. The committee is already contemplating who to target in the second year of the campaign.

We plan to launch the "What's Your Story?" campaign with great fanfare in early October, and would like to coordinate a statewide launch with Montana libraries participating simultaneously from east to west. Please contact me to find out how your library can participate.

Ways that your library can plan on getting involved in the campaign include:

- ☛ Participate in the statewide launch.
- ☛ Volunteer your library to serve as a "guinea pig" to document how the campaign is reaching your patrons.
- ☛ Attend the "What's Your Story? 101 Seminar" at the Fall Workshop on September 30.
- ☛ Schedule meetings with your local TV and radio station managers to play the radio and TV PSAs, and ask them to play the PSAs in heavy rotation. PSAs will be available in late September.
- ☛ Schedule a meeting with your local newspaper editor to show them the PSA, and ask for donated ad space. Print ads will be available in late September.
- ☛ Plan to include new information targeted specifically to seniors on your Web site. We will have information available to you mid-September.

- ☛ Develop programming specifically geared towards the Montana senior population.

The "What's Your Story?" campaign is an exciting development for Montana libraries, and will be a marketing effort in which I hope all Montana libraries participate and of which all Montana libraries are proud. Its success hinges on your involvement, so please plan on utilizing the many new tools and resources that will be available to you! Also, please plan to attend a marketing seminar at the Fall Workshop to find out how your library can best utilize the PR tools and materials that have been developed as part of this extensive campaign. ☛



better services and more resources. Here's why I think this is so.

We have limited collections; we need to share.

No library can ever have everything it needs to satisfy all its users' needs. The world's largest academic libraries acknowledge the need to borrow from and lend to other libraries, to cooperate and collaborate. Montana's libraries are too small (and would be even if we shelved Harvard's or New York Public Library's collection), and our users' curiosity and interests are too (marvelously) diverse and extensive. We're all working to improve the variety and depth of material we offer to our users, but most libraries are a long ways from having anywhere near the 'stuff' our users need.

We librarians are few; we need to collaborate.

No library can ever have all the staff, with all the skill sets, they need. The wise librarian works with people smarter than she or he is, and everybody is smart about something. The trick is to find ways to work together that, in the final analysis, let you provide your users with a mixture of quality library materials and services far beyond what you could provide if you tried to do it all yourself. Most of us 'library veterans' could also learn a few things from these young-Turk, fresh library school graduates that are now becoming part of our institutions; they bring great skills and fresh perspectives with them.

We're not the only game in town; we need to build on our strengths.

Our competition, the world's elephantine electronic and paper knowledge bazaar, is a flood upon which we float as would a duck upon a torrent.

"... [W]e need to reconsider the use of possessive pronouns when we talk about what we do. The whole notion of "our" users ... and "our" information is becoming as meaningless as "our oxygen" or "our sun." We are plugging into an ocean of data, information, and knowledge that is abroad in the world, and information seekers have multiple resources upon which to draw, both proprietary ... and public domain..." George Needham, OCLC, by e-mail, March 1, 2005

At heart, libraries are service institutions. What separates us from the rest of the pack is that we connect our users with knowledge materials and services. To connect all our users to the reservoirs of the world's

knowledge, we need to work together, share materials, and offer each others' users the same courtesies we offer our own.

We're poor; we need to work hard at fundraising.

We live in a very large state populated by relatively few; certain fixed costs get spread out over a small population, as opposed to being assumed by many as they would in a more populous state. And we love our wide open spaces with lots of elbow room, but these big empty spaces make moving materials between libraries difficult and expensive.

Yet we build barns together; we are, by habit, great neighbors. We know how to cooperate and we know, if we are to accomplish big things, we need to work together. We know it will take a grassroots effort to obtain funding to pay for adequate library content and services. We know obtaining adequate statewide and local library funding will take all our big hearts, a lot of hard work, and our natural inclination to work together.

Partner-up! Call our cooperative activities the "Montana Library Network."

It's time to partner-up, time to build upon our collaborative successes and find new ways to work together for our patrons. The word 'library' is becoming a verb, and a group verb at that (if there is such a thing). Libraries are finding there is power in collaboration and consortia, working with one another and with a wide variety of commercial and non-commercial partners. With the Internet, collaboration isn't dependent upon physical proximity; rather it's sustained by perceived mutual benefit and a growing collaborative ethos.

MSL's ongoing role

MSL will have a continuing role with funding some consortia efforts (to the extent that we are able and as directed by the MSL Commission), and with providing leadership, training, facilitation, and support. I think we should stop calling what the State Library does the "Montana Library Network," and call what you do, collaboratively, the "Montana Library Network."

Let's set the stage so when our users see the reading cowboy on a Montana library's door, they know that it is a library that embraces one or more progressive and collaborative strategies for delivering library materials

Continued Page 9: MLN

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and services. These users will know that they are all welcome, and that within their library's brick or virtual walls, they will find great library services and rich knowledge resources. Good staff, good services, and good stuff.

My guess is that MSL will have a continued role in the MLN; MSL just won't be MLN. Collaborating Montana libraries will be MLN. If anything, certain aspects of the State Library's role might enlarge. I expect we would continue to:

- Finance MLN-type collaborative projects, to the extent that we are able and as directed by the MSL Commission;
- Provide and coordinate training;
Work with others to obtain additional funding for cooperative efforts;
- Facilitate statewide and consortia planning;
- Provide leadership and coordination for collaborative projects;
- Provide staffing for startup and ongoing projects;
- Enable statewide contracts and subscriptions.

MLN began in 1999 as a project of the Montana State Library, working for Montana libraries. Let's shift the MLN moniker from MSL's program to our present collaborative efforts, to our:

- Shared catalogs;
- Cooperative reference;
- Cooperatively developed digital content (with our colleagues in archives and museums);
- Great shared e-content;
- Reciprocal borrowing and patron sharing (a statewide library card);
- Resource sharing;

- Smart collections that are selected, purchased and shared cooperatively;
- Fast document delivery by courier services and electronic means;
- Joint training;
- Summer reading programs and children's services;
- Great shared adult programming;
- Et cetera ~ what would you like to work on with other Montana librarians?

What's your library's MLN story?

Ask yourself the following questions. If the answer is "yes," or a qualified "yes" to more than a few, your library may be ready to enjoy the advantages and meet the responsibilities of working collaboratively, as a MLN library. Are you ready:

- Willing and able to share patrons with other Montana libraries?
- To add virtual colleagues to your staff, and work more closely with other MLN librarians?
- To start measuring your library's success by the degree to which you're meeting your users' needs?
- To work with other Montana librarians and ask for the money we need to run our libraries with the content and services all our users need?
- And willing to work closely with other Montana libraries toward these goals?
- To be comfortable with MLN becoming less a program of the MSL, and more a description of cooperative efforts of groups of Montana libraries?

Let's share our MLN stories with one another and find new ways of collaboratively improving library services. Let's make the MLN reading cowboy logo stand for who we are: Montana libraries working together, working cooperatively for our users. 🤠

Statewide Resources *continued from Page 6*

We are fortunate to have a State Librarian who is a progressive thinker and sharp talker, as well as auxiliary State Library staff who make everything happen for all Montana libraries and our patrons. The Montana Library community should consider ourselves very fortunate to have innovative thinkers like Sue Jackson, who bring great programs to the state, as well as Sarah McHugh and Mike Price who

work with the shared catalog, Bruce Newell who works with MLN, and Suzanne Reymer, Tracy Cook, and Bob Cooper who work closely with all of us as the three Technology Consultants. Without this great network of people, all of our amazing statewide projects would probably not be out of the planning stages. You know the saying, "if you want something done, give it to the busiest person." That is definitely true in the case of Montana Libraries. 🤠

R^Public Relations Projects continued from page 4

anything else you can dream up. And, like the books, computer use is free! (INSERT INFORMATION HERE ABOUT WHAT TYPE OF COMPUTERS YOU HAVE - HOW MANY, INTERNET SPEED, HOURS AVAILABLE, ETC.)

Access to Information

There are hundreds of thousands of newspapers and journals in the world, and the information you need may be embedded somewhere in them. At your local library (INSERT LOCAL LIBRARY NAME HERE), you can find full-text articles from newspapers, journals, and magazines from all over the world - all with the touch of a button. It is estimated that over 75% of the information on the Internet is false and unverified. However, the journals and newspapers to which you have access at your library are verifiable sources ~ meaning that what you find through our databases is accurate, real, and true.

Access to Any Information Resource You May Need

If you find what you need but your library doesn't have it, we'll get it for you ~ whether it's in a library in

the next city or somewhere across the country. Every year, Montana libraries locate and deliver an average of 40,000 books, magazines, journals, DVDs and other information materials for our patrons who use this service, which is called interlibrary loan. Like all of our library services, interlibrary loan is free for you to use!

The world is getting smaller, and thanks to your local library, it can be delivered to you whenever you need it! Your Montana libraries work together so that you don't have to work as hard to find what you need. Visit your local Montana library (or INSERT LIBRARY NAME HERE) today to discover the many great resources we offer that will help you discover the world.

Sincerely,

Name, Title
Daytime Phone or e-mail (in case of editorial questions)



State Librarian's Office:
Darlene Staffeldt, State Librarian
Kris Schmitz, Central Services Manager
Library Development:
Bob Cooper, Suzanne Reymier, Tracy Cook,
Statewide Technology Librarians
Sue Jackson, Continuing Education Consultant
Montana Library Network (MLN):
Bruce McHugh, Montana Library Network Manager
Montana Talking Book Library (MTBL):
Christie Briggs, Supervisor
Montana State Digital Library (MSDL):
Jim Hill, Administrator
Torri Orr, Library Services Manager
Sibyl Gowan, NRS Projects Manager
Montana State Library Commission:
Donald Allen, Chair
Nora Smith
Carolanne Bitz, Secretary
Gandy Carrywater
Bruce Mortenson
Linda McCulloch, Superintendent of Public Instruction
Cheri Bergeron, Alternate for Suprt. of Public Instruction
Address: 1515 East Sixth Avenue — PO Box 201800
Helena MT 59620-1800
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Toll Free in Montana: 800-338-5087 — TDD: 406-444-3005
Montana State Library Home Page: <http://msl.mt.gov>
E-Mail: msl@mt.gov
The Montana State Library does not discriminate on the basis of race, color, national origin, sex, age or disability in employment or the provision of services.
Big Sky Libraries is a quarterly publication of the Montana State Library
Sara Groves, Editor
This publication is available in alternative formats upon request.
990 copies of this newsletter were published at an estimated cost of \$389.80, \$221.95 for printing and \$167.85 for distribution.

New Materials at the Montana State Library

To help librarians across the state do their jobs better, Montana State Library maintains a collection of current materials covering the many topics, trends, and issues librarians face every day on the job. The materials listed below are items recently added to the MSL library development collection. The new materials -- books, CD-ROMs and DVDs -- are arranged in broad categories. For more details about a particular item, see the annotated bibliography located on the MSL web site <http://msl.mt.gov/lisd/Bib-Lib-Development.pdf>. All items on this list are available from MSL through interlibrary loan.

LIBRARY PROFESSION

ALA Survey of Librarian Salaries 2004: ALA Survey Report, by Diane LaBarbera. 2004

Banned in the U.S.A.: A Reference Guide to Book Censorship in Schools and Public Libraries, by Herbert N. Foerstel. 2002

Conflict Management for Libraries: Strategies for a Positive, Productive Workplace, by Jack G. Montgomery and Eleanor I. Cook. 2005

The Dr. Sokoloff Collection: Hands On and Back Talk. Alan Sokoloff. 2004 (DVD on carpal tunnel syndrome and back health)

It Comes with the Territory: Handling Problem Situations in Libraries, by Anne M. Turner. 2004

Law and Libraries: The Public Library, by Lee Ann Torrans. 2004

The Librarian's Career Guidebook, by Priscilla K. Shontz. 2004

Revolting Librarians Redux: Radical Librarians Speak Out, edited by Katia Roberto and Jessamyn West. 2003

Transitioning from Librarian to Middle Manager, by Pixey Anne Moseley. 2004

LIBRARY MANAGEMENT

The Branch Librarians' Handbook, by Vickie Rivers. 2004

Fundamentals of Library Supervision, by Joan Giesecke and Beth McNeil. 2005

Libraries, Mission, & Marketing: Writing Mission Statements That Work, by Linda K. Wallace. 2004

The Library's Crisis Communications Planner: A PR Guide for Handling Every Emergency, by Jan Thenell. 2004

Managing Budgets and Finances: A How-To-Do-It Manual for Librarians, by Arlita Hallam and Teresa Dalston. 2005

The Practical Library Trainer, by Bruce E. Massis. 2004

The Public Library Manager's Forms, Policies and Procedures Handbook, by Rebecca Brumley. 2004 (includes CD-ROM)

Strategic Planning and Management for Library Managers, by Joseph R. Matthews. 2005

Winning with Library Leadership: Enhancing Services through Connection, Contribution, & Collaboration, by Christi A. Olson with Paula M. Singer. 2004

COLLABORATION

Collaboration and the School Library Media Specialist, by Carol A. Doll. 2005

Collaborative Collection Development: A Practical Guide for Your Library, by James Burgett, John Haar, and Linda L. Phillips. 2004

Partnering with Purpose: A Guide to Strategic Partnership Development for Libraries and Other Organizations, by Janet L. Crowther and Barry Trott. 2004

School & Public Libraries: Developing the Natural Alliance, by Natalie Reif Ziarnik. 2003

COLLECTION DEVELOPMENT

Collection Development Policies: New Directions for Changing Collections, edited by Daniel C. Mack. 2003

Collection Management for Youth: Responding to the Needs of Learners, by Sandra Hughes-Hassell and Jacqueline C. Mancall. 2005

A Core Collection for Young Adults, by Patrick Jones, Patricia Taylor, and Kirsten Edwards. 2003 (includes CD-ROM)

Fundamentals of Collection Development & Management, by Peggy Johnson. 2004

Graphic Novels in Your Media Center: A Definitive Guide, by Allyson A.W. Lyga. 2004

Popular Series Fiction for K-6 Readers, by Rebecca L. Thomas and Catherine Barr. 2004 }

Popular Series Fiction for Middle School and Teen Readers, by Rebecca L. Thomas and Catherine Barr. 2005

Recommended Reference Books for Small and Medium-Sized Libraries and Media Centers, edited by Martin Dillon and Shannon Graff Hysell. 2004

Reference Collection Development: A Manual, edited by Alice J. Perez. 2004

The Responsive Public Library: How to Develop and Market a Winning Collection, by Sharon L. Baker & Karen L. Wallace. 2002

Selecting Materials for Library Collections, edited by Audrey Fenner. 2004

FOR KIDS

Babies in the Library! by Jane Marino. 2003

The Big Book of Stories, Songs, and Sing-Alongs: Programs for Babies, Toddlers, and Families, by Beth Maddigan. 2003

Boys and Literacy: Practical Strategies for Librarians, Teachers, and Parents, by Elizabeth Knowles and Martha Smith. 2005

Cool Story Programs for the School-Age Crowd, by Rob Reid. 2004

Ready-To-Go Storytimes: Fingerplays, Scripts, Patterns, Music, and More, by Gail Benton and Trisha Waichulaitis. 2003 (includes CD-ROM)

FOR TEENS

101+ Teen Programs That Work, by RoseMary Honnold. 2003

Connecting Young Adults and Libraries: A How-To-Do-It Manual, by Patrick Jones, Michele Gorman, and Tricia Suellentrop. 2004

Digital Inclusion, Teens, and Your Library: Exploring the Issues and Acting on Them, by Lesley S.J. Farmer. 2005

Library Teen Advisory Groups, by Diane P. Tuccillo. 2005

Serving Homeschooled Teens and Their Parents, by Maureen T. Lerch and Janet Welch. 2004

Teen Book Discussion Groups @ the Library, by Constance B. Dickerson. 2004

Teen Spaces: The Step-by-Step Library Makeover, by Kimberly Bolan Taney. 2003

Thinking Outside the Book: Alternatives for Today's Teen Library Collections, edited by C. Allen Nichols. 2004 (includes CD-ROM)

LIBRARY ASSESSMENT

Handbook of Practical Program Evaluation, edited by Joseph S. Wholey, Harry P. Hatry, and Kathryn E. Newcomer. 2004

Library Collection Assessment Through Statistical Sampling, by Brian J. Baird. 2004

Measuring for Results: The Dimensions of Public Library Effectiveness, by Joseph R. Matthews. 2004

Performance Management and Appraisal: A How-To-Do-It Manual for Librarians, by G. Edward Evans. 2004 (includes CD-ROM)

MARKETING

The Anatomy of Buzz: How to Create Word-of-Mouth Marketing, by Emanuel Rosen. 2000

Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force, by Ben McConnell and Jackie Huba. 2003

Customer.Community: Unleashing the Power of Your Customer Base, by Drew Banks and Kim Daus. 2002

Full Frontal PR: Building Buzz About Your Business, Your Product, or You, by Richard Laermer. 2004

Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business, by Jay Conrad Levinson. 1998

The Jossey-Bass Guide to Strategic Communications for Nonprofits, by Kathy Bonk, Henry Griggs, and Emily Tynes. 1999

Library Marketing That Works!, by Suzanne Walters. 2004 (includes CD-ROM)

Library Public Relations, Promotions, and Communications, by Lisa A. Wolfe. 2005

Making the Case For Your Library: A How-To-Do-It Manual for Librarians, by Sally Gardner Reed. 2001

Marketing Your Library and Merchandising Strategies. 2005 (DVD)

Mission-Based Marketing: Positioning Your Not-For-Profit In An Increasingly Competitive World and ***Mission-Based Marketing: An Organizational Development Workbook***, by Peter C. Brinckerhoff. 2003 (includes CD-ROM)

Purple Cow: Transform Your Business by Being Remarkable, by Seth Godin. 2003

The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth, by George Silverman. 2001

The Visible Librarian: Asserting Your Value with Marketing and Advocacy, by Judith A. Siess. 2003

PROGRAMMING & SERVICES

From Outreach to Equity: Innovative Models of Library Policy and Practice, edited by Robin Osborne. 2004

Outreach Services in Academic and Special Libraries, edited by Paul Kelsey and Sigrid Kelsey. 2003

Readers' Advisory Service in the Public Library, by Joyce G. Saricks. 2005

Serving Seniors: A How-To-Do-It Manual for Librarians, by RoseMary Honnold and Saralyn A. Mesaros. 2004

The Virtual Reference Librarian's Handbook, by Anne Grodzins Lipow. 2003 (includes CD-ROM)

Virtual Reference Training: The Complete Guide to Providing Anytime, Anywhere Answers, by Buff Hirko and Mary Bucher Ross. 2004

SCHOOL LIBRARIES

100 More Library Lifesavers: A Survival Guide for School Library Media Specialists, by Pamela S. Bacon. 2003

Administering the School Library Media Center, by Betty J. Morris. 2004

Collaborative Library Lessons for the Primary Grades: Linking Research Skills to Curriculum Standards, by Brenda S. Copeland and Patricia A. Messner. 2004

Enhancing Teaching and Learning: A Leadership Guide for School Library Media Specialists, by Jean Donham. 2005

Political Advocacy for School Librarians: You Have the Power!, by Sandy Schuckett. 2004

Power Tools Recharged: 125+ Essential Forms and Presentations for Your School Library Information Program, by Joyce Kasman Valenza. 2004 (includes CD-ROM)

Teaching Library Media Skills in Grades K-6: A How-To-Do-It Manual for Librarians, by Carolyn Garner. 2004 (includes CD-ROM)

Teaching Reading Strategies in the School Library, by Christine Walker and Sarah Shaw. 2004

TECHNICAL SERVICES

Book Repair: A How-To-Do-It Manual for Librarians, by Kenneth Lavender. 2001

Cataloging with AACR2 & MARC 21: For Books, Electronic Resources, Sound Recordings, Videorecordings, and Serials, by Deborah A. Fritz. 2004

Innovative Redesign and Reorganization of Library Technical Services: Paths for the Future and Case Studies, edited by Bradford Lee Eden. 2004

Preservation and Conservation for Libraries and Archives, by Nelly Balloffet and Jenny Hille. 2005

Unlocking the Mysteries of Cataloging: A Workbook of Examples, by Elizabeth Haynes and Joanna F. Fountain. 2005

TECHNOLOGY & INFORMATION LITERACY & WEB SITES

Absolute Beginner's Guide to Creating Web Pages, by Todd Stauffer. 2003

Hands-on Information Literacy Activities, by Jane Birks and Fiona Hunt. 2003 (includes CD-ROM)

Library Web Sites: Creating Online Collections and Services, by A. Paula Wilson. 2004

Managing Information Technology: A Handbook for Systems Librarians, by Patricia Ingersoll and John Culshaw. 2004

The Plagiarism Plague: A Resource Guide and CD-ROM Tutorial for Educators and Librarians, edited by Vibiana Bowman. 2004

Motivating Students in Information Literacy Classes, by Trudi E. Jacobson and Lijuan Xu. 2004

The Non-Designer's Web Book: An Easy Guide to Creating, Designing, and Posting Your Own Web Site, by Robin Williams and John Tollett. 2000

Protecting Your Library's Digital Sources: The Essential Guide to Planning and Preservation, by Miriam B. Kahn. 2004

Systems Analysis for Librarians and Information Professionals, by Larry N. Osborne and Margaret Nakamura. 2000

Teaching Technology: A How-To-Do-It Manual for Librarians, by D. Scott Brandt. 2002

Technology for Results: Developing Service-Based Plans, by Diane Mayo. 2005

Web Site Design with the Patron in Mind: A Step-By-Step Guide for Libraries, by Susanna Davidsen and Everyl Yankee. 2004

TRUSTEES & FRIENDS & OTHER VOLUNTEERS

101+ Great Ideas for Libraries and Friends: Marketing, Fundraising, Friends Development, and More!, by Sally Gardner Reed, Beth Nawalinski, and Alexander Peterson. 2004

The Essential Friends of Libraries: Fast Facts, Forms, and Tips, by Sandy Dolnick. 2005 (includes CD-ROM)

Getting Grants In Your Community, by Sally Gardner Reed and Beth Nawalinski. 2005 (includes CD-ROM)

Making Our Voices Heard: Citizens Speak Out for Libraries, by Sally Gardner Reed and Beth Nawalinski. 2004 (includes CD-ROM)

Raising Funds with Friends Groups: A How-To-Do-It Manual for Librarians, by Mark Y. Herring. 2004

The Successful Library Trustee Handbook, by Mary Y. Moore. 2005

Teen Volunteer Services in Libraries, by Kellie M. Gillespie. 2004

The Volunteer Recruitment (and Membership Development) Book, by Susan J. Ellis. 2002

WRITING & SPEAKING SKILLS

First Have Something to Say: Writing for the Library Profession, by Walt Crawford. 2003

How to Write Knockout Proposals: What You Must Know (and Say) to Win Funding Every Time, by Joseph Barbato. 2004

The Librarian's Guide to Writing for Publication, by Rachel Singer Gordon. 2004

Models of Proposal Planning & Writing, by Jeremy T. Miner and Lynn E. Miner. 2005

Public Speaking Handbook for Librarians and Information Professionals, by Sarah R. Statz. 2003